

Organic Agriculture, Challenges, Factors and Objectives for Development of Organic Agriculture

Prof. Rushikesh Rajesh Nikam

Research Scholar,
M.S.G. College Malegaon Camp, India

ABSTRACT

*Developing nations require broadening market centred objectives for incorporating food preservation objectives. Increase in agricultural productivity and conservation of base of natural resources is possible with proper administration of systems of organic agriculture. From ecological, economic and social point of view, organic agriculture is proper alternative for decreasing surpluses and providing a choice to the land put aside. **Implication:** Developing nations urge in producing organic fibres and produce is tapping of marketing opportunities in developed nations. In addition, other apprehension are also there in shifting to organic management and agricultural system that are influenced by different motives like economic and food self-dependence, preservation of natural resources, rural development, promotion of exports, broader social development and striving in tapping some share in international market etc. **Methodology:** In this research work researcher has reviewed the literature about organic agriculture, challenges before the technique of organic agriculture, factors and objectives for the development of organic agriculture. **Findings:** Organic agriculture is popularising day by day. Not only farmers individual as well as retired persons are embracing the systems of organic farming for earning revenues on one hand and positively contributing for the maintenance of healthy environment on the other hand. High demand and profitable markets of organic foods are inspiring governments for promoting organic trade. **Originality:** This research work is purely done by the author and references given are justifiably cited. This work is honestly an original work done by the author himself with proper citation of all references.*

Keywords: *organic agriculture, farming, green marketing, sustainable, environment, food*

INTRODUCTION:

The meaning of organic agriculture can be said that a system of food consumption and production of developed world's people who are relatively more conscious to health and environment. Organic farming is a set of stringent rules and complex exercises that permit marketing certified food produces as per opinions of policy makers of developing nations.

Organic farming is that methodology of cultivation of land and producing crops, whereby soil is being kept living and in quality health with the help of use of biological substances and organic debris like debris of farm, animal, aquatic and crop. Green manures and compost, crop rotation, mechanical cultivation and biological pest control are the main methods of organic agriculture.

Organic agriculture is a popular simple solution for new agricultural crisis. Organic agriculture can be defined as a system of producing which is promoting soil health, plant, human, animal, sustains ecological systems and bio-diversity, ensuring life opportunities and environmental fairness and preserving environment and future generation's health referring to four principles of IFOAM i.e. fairness, ecology, health and care. (IFOAM, 206) as cited by (Hanane Aghasafari, Volume 277, 2020,)

Revenue creation through development of certified organic produces is the primary objective of developing nation's policy initiatives related with organic agriculture. Excluding some exceptions organic producer's aims not related with the market are yet not been helped by government policies.

CHALLENGES:

Emergence of Organic agricultural policies been in reverse that means out of the pressures from the society in both developed as well as developing nations. Policies for organic farming are having relationship with designing conducive structures like availability of legal explanations, manufacturer's payment and development of market for certified organic produces. Agrarian development and concerned policies majorly hanging on market economy. Demand of the market of organic farm produces drag policies of agricultural produce on the way to a more viable direction and linking supply and demand. They are involved in increasing productivity of poor equipped localities with optimum use of local resources. So called policies will be better concern for self-dependence, fulfilling local needs of food and health of farmers. (Scialabba, n.d.)

Organic agriculture follows sustainable development of agriculture, improving food system sustainability. This method of farming is most encouraging as a better solution for minimising the adverse effects of modern day agriculture. Researchers and policy makers attempted for its development with focus on some elements and broad areas. But, the sizes of farm land are decreasing in many nations. Though concept of organic agriculture is gaining popularity internationally, a reverse trend also is observed in some countries. Many previous studies have not paid attention to all the factors which are effecting the organic agriculture. These factors are like, suitability of soil, local annals related to organic agriculture, diseases of plant and pests. Furthermore, interrelationship among these factors and variations between policy makers' decisions and uncertainties involved in actual scenario are also not attended. (Hanane Aghasafari, Volume 277, 2020,)

Organic food market still comprises of a very small portion of the entire sales of food market. Hence, more attempts must be made for growth of organic farming product's local markets and for increasing the number of buyers of organic produce, so that entire social benefits offered by it, is enjoyed.

A sustainable marketing strategy must generate a comparative benefit over the organic market by increasing awareness regarding the vitality of sustainable consumption and by addressing the consumers who perceive economic and social values and environmental responsibility as very vital. For achieving that, understanding the key factors that are shaping consumers' view regarding the proposals of the organic market is required. (Melović et al., 2020)

Factors and objectives for the development of organic agriculture:

Development of organic farming may be due to multiple factors. With difference in extent of prominence, significantly they may be preservation of natural resources, generation of revenue, rural development and self-dependency of food. (Scialabba, n.d.)

Generation of Revenue: there are reduction in cultivation costs and generation of revenue with international exports of organic produces resulting in earning of foreign exchange and promotion of export. This creates economic self-dependency and foreign input costs are saved. This in turn places the country economically in international markets.

Self-dependency of food: With local production of organic farm produces, dependency on imports is reduced. Majorly developing nations are dependent on import of food items. The emergence of organic farming can reduce the ill effects or solve the problems of dependency on volatile markets and scarcity of foreign exchange, this in turn making organic farming a tool for fulfilling economic requirement.

Preservation of natural resources: society's concerns related with environment create limitations for the growth and diversification of agriculture and cure of agricultural persuaded degradation of land. Many countries have been successful in obtaining livelihood along with the protection of natural resources. Organic farming reduces the usage of synthetic pesticides. These pesticides are very hazardous for human and environment. There is multiplication of policies for the reduction in the use of pesticides and removal of financial assistance on agro chemicals. Farmers are gradually reducing the usage of chemical & pesticides and converting to organic farming.

Rural development: farmers in developing nations are very close to customs and values, hence very smoothly embrace organic farming. Furthermore, capability of organic farming for generating employment and migration of urban areas is not yet a part of agricultural policies. Though consciousness regarding this is rising in social and economic government establishments in few countries. (Scialabba, n.d.). The factors

or objectives of organic farming are discussed by other authors but in the relatively same tone. Dr. S. Narayanan in his writing has proposed six objectives of organic farming in the context of the deliberations on limitations of conventional system of practised by country in about three to four decades and the likely advantages of organic methods of farming as - sustainable agriculture, self-sufficiency of food, increased production of agriculture, safeguarding of environment, rural development and preservation of natural resources. (Dr.S.Narayanan, 2005).

COMMERCIAL ASPECTS:

The organic agricultural system will develop as long as it is competing at odds with the conventional agricultural system. The principal objective of any firm is maximisation of profit. But the firm has to keep a balance between the object of maximisation of profit and preservation of environment along with capturing and holding supportive place in the market, captivating larger chunk of customers and their faithfulness.

The results of research of Crowder and Reganold's study as cited by Mirela Ionela Aceleanu, 2016, were based on over 120 studies, show that if organic agriculture cultivates about 10%–18% less than the conventional method of agriculture, extra prices (up to 30% higher) which customers reimburse for green produces offset the expenditures of organic farmers securing their gain. The process of being an organic farmer is not so simple and unchallenging, in addition to relying on lesser produce comparatively than conventional produces, he has to incur expenses for acquisition of organic products, prepare land and labour also.

The further benefits and determination of organic agriculture may be backed by government policies by the way of decrease in tax, allowing subsidies, facilitating disposal of organic produces, easiness in conversion of conventional farmers to organic farmers and promoting entrepreneurialism in the new system. (Aceleanu, 2016).

Factors affecting in introducing organic agriculture produces in commercial offer include both social nature factors like applying strategy of Corporate Social Responsibility (CSR) and those related with business dimension. But, it must be noted that in Poland application of Corporate Social Responsibility is of very low significance. (Sobocińska et al., 2020)

Environmental Aspects:

The growth of organic farming is vital for securing global food security, protecting environment and bio-diversity. Though organic agriculture provides lesser productivity as compare to conventional agricultural system, it gives better profitability with high possibility of growth and extension. With growth of organic farming and advancement of concept of green economy the EU acquired many projects for financing the growth and transformation of farms and rural localities, with the aim of creation of determined farms applying techniques of sustainable environment. These produces must satisfy standards set for marketing, viz standard of green marketing, which ensures that there must be minimal impact on environment. For paving the way for sustainable economic development. (Aceleanu, 2016). It should be noted that ecology being a factor that merges contemporariness and quality, by considering social and environmental situations at personal level of administering values of customer and aiding to the growth of viable consumption is the extract of marketing in relation to applying for principles of sustainable developments, even though this criteria being not applied equally to all concepts of marketing. (Sobocińska et al., 2020)

Health Aspects:

Reasons for adopting the system of organic agriculture may have many repercussions. The study conducted by Oscar Jose Rover and others founded, the prime cause among Brazilian farmers was the health problems of farmers' families which was due to the extensive use of pesticides, this highlighted a serious damage for this and ultimately caused the use of conventional inputs for agriculture. Whereas, as Italian farmers are concerned, most general cause posted by them was instead relevant to the farming system's environmental effects. In both researched countries, farmers were found who point to opportunities of market as one of important reasons for converting them to organic agriculture. (Rover et al., 2020)

Green marketing:

Green marketing is discussed in many studies and specially while discussing about sustainable development. Many times concepts like ecologic marketing or environmental marketing also utilized for referring to green marketing. The role of green marketing is very vital for the attaining the objective of economic development

which is largely dependent on preferences of consumers. Green marketing has vital role in favouring green consumption, by advocating the green produces and advantages of consuming these produces by consumers. Green marketing is equipped for protecting environment and quality of life. Its object is finding the problems faced by consumers and society in relation economic affairs on the environment and assist the chances of the company to acquire tactics putting positive effect on the environment. The concept of green marketing extends more than promotion of goods related with the environment. It expands to industrial products and services being advertised impacting environment at minimum or not opposing environment. (Aceleanu, 2016)

The result of study shows that role of marketing in promoting the growth of organic agriculture is vital, because distributors surveyed in the study recognized increasing awareness about environment dependent on marketing endeavour and increasing demand are vital factors in growth of market. These are those classes as soaring the diversity of proposal and better development of organic agricultural produces. (Sobocińska et al., 2020)

Sustainable development:

Organic farm produce is regarded as an inventive system enabling the cultivation of safe and healthy produces while conserving the natural resources and environment, having base on principles of sustainability, application of which would results in important advantages for the entire society. Hence, it plays a unique role in getting significant socioeconomic and ecologically sustainable development. (Melović et al., 2020)

Conventionalization of organic farming:

The conventionalization of organic farming can be explained as a procedure in which organic farming progressively acquires the attributes of conventional sources of production on the basis of industrial agricultural methodologies. The prime reason considered for conventionalisation is growing supply of organic produce to the large retailers. This procedure has adverse impact for the agrobiodiversity of organic agricultural systems. It can be summed up that adoption of various types of direct sale is the prime factor for inspiring farms' agrobiodiversity, but nearness to heavily populated areas is a compulsory requirement for the growth of the small chains of food supply which are required to encourage the diversification of organic farming. (Rover et al., 2020)

CONCLUSION:

Organic agriculture is popularising day by day. Not only farmers individual as well as retired persons are embracing the systems of organic farming for earning revenues on one hand and positively contributing for the maintenance of healthy environment on the other hand. Organic farming has developed outside people assistance and in certain example in spite of government hostility. The farmer's readiness for experimenting and consumers disposition for paying premiums for organic food shows a particular backing in the system. The IFOAM has played voluntarily a vital role in the nourishment of the change. In many developing nations of the world legislations are being drafted for facilitation of export of organic produces to norther nations which are already having strict legislations. High demand and profitable markets of organic foods are inspiring governments for promoting organic trade. Setting up of conditions for equal opportunities for cultivators and similarity between different national standards must be taken care of. Focus on organic produces has shifted attention of this system's strength of contributing in local food security. In organic farm policies there must be integrated of market driven policies with policies that target local food security.

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